

# It's Better Than Christmas

NEARLY four thousand yards of roped evergreen were required to festoon the Rotunda. It would take a bigger rope than that to span

our welcome to you.

This Christmas Store is planned as much for pleasure as for money making. We say that in all thoughtfulness, for year after year we spend a large slice of the profits in decorations, and you know our employees are direct sharers in December profits. Don't thank us for that—simply feel that all business isn't sordid, and that you can be happiest and freest in the store where everybody else is happy. We believe, candidly, honestly and thoroughly, that Wanamaker prices are the lowest prices—that goods of the classes we carry

are intrinsically cheaper than imitations or shams or make-shifts can be at any price. Don't you?

We believe that the people who most of all should be economical are really the most wasteful if they buy carelessly, as too many

do. Don't you? From the Basement Toy Store to the Annex Christmas Stores on fifth floor, it is all one big holiday bazar—governed by the prosaic rule that says: If for any reason you had rather return the thing you have bought, do so-promptly as possible at this season, please—and we will return you the money paid.

The Sale of Shoes continues—men's, women's and children's shoes, at half to two-thirds their worth. Details are given below.

## In the Basement Toy Store

Of course you can get on faster now—the children gave you many hints on Saturday-wish we had a place big as Madison Square years, becomes more general with each succeeding holiday-time. happy—and there will be room enough to-day.

Parlor Croquet, one pretty good sort, at 20c a set. Some Crokinole Boards, complete, at 75c. And maybe a dozen kinds of Board Games at 10c. Christmas Tree-Ornaments a-plenty.

ing. But we're doing our best to be bountiful, though little prices at two-thirds—some at one-half—the selling prices of to-day.

## Dress Goods in Patterns for Gifts

The vogue of dress pattern-giving, which dates back only a few Garden to spread out the toys and give all the little folks plenty of We are keeping pace here with the increased demands. Preparations room to see. Sometimes you put Christmas in total eclipse, being so this season have been on a much larger scale than ever-we have tomuch bigger and taller than the boys and girls. But everybody was day 10,000 patterns of one class of goods, fabrics made for next spring's selling. Hundreds upon hundreds of dress lengths of goods appropriate for present wear. And our planning for this occasion took into account more than mere magnitude of stocks. Special advantages have been sought out for buying, and we offer to share Seems wonderful that the supplies hold out-so great is the buy- them with you-advantages that bring you many goods in this shape

on the better class of toys are new and tempting. Fine all around, isn't it? And Dolls, a penny a-piece to \$25.

The Gram-o-phone is a jolly companion—a talking machine that sings, and plays band selections besides. \$18. Records, 50c a-piece.

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There are percales and seersuckers, made for 1900, in 10 yard lengths, at \$1.25 and \$1 each.

Colored dress goods at \$2 to \$7.50 a pattern. These include covert cloths, cheviots, camel's hair plaids, broadcloths, armures, granites, diagonals—and many silk-and-wool figured novelties.

And dress patterns of various black stuffs. These at \$2.25 to \$6 a pattern. Among them are mohair crepons, silk-and-wool velours, granites, armures, serge poplins, drap d'ete—and more.

All that is hinted of above will be found in the Rotunda or at Fourth avenue and Tenth street, neatly banded or suitably boxed.

### The Wanamaker Fur Store

This is pre-eminently a fur season—periods of prosperity usually are, for furs are luxuries akin to gems and almost as sensible things to put storage in Summer.

The most-loved furs are growing scarcer and it will not be long before a piece of silver fox, for instance, will be as hard to buy as buffalo robes are now. To be sure, wild animals are now being raised by hand, so to speak—the forestry of furs perhaps. But the poorest judge can tell the difference in the peltry. It lacks the life and richness and servicegiving of the wild-animal skins.

The fur business here is as distinctive and as thoroughly mastered as are any of the other businesses under this roof-it is not a department but a store, only different from an exclusive store in the economy of rents and such like-for the fur store is another store at the end of the short selling season. Only the organized workroom force is continued.

With "dry-goods store" fur stocks we have neither patience nor dealings. Do you catch the distinction? Rare furs are beyond their range, and only the lower grades of the popular furs are matters of jobbing-house interest.

The fur selling here this season has been notable—based on a confidence in the safety of Wanamaker methods, and in the expert management of that and each other store under this roof.

coller and ruffle of chinchilla.

\$1,200—Russian Sable English box Coat; | \$175—Broadtail Collarette. Long tabs; top

revers faced with white velvet.
\$750—Mink Driving Coat made from choice \$500-Automobile Coat, made from selected \$90 and \$125-Chinchilla Collarettes, 10 broadtail; collar of real chinchilla.

\$350—Fine Hudson Bay Sable Collarette; 12 in. deep; trimmed with tails.

#### The Picture Show

Have you attended the Half-Hour Exhibits of the wonderful reproduced Paintings from the National Gallery of London? To-day at 10:30 and 11:30 a.m. and 3 and 4:30 p.m. These paintings

and 3 and 4:30 p.m. These paintings will be shown at each exhibit to-day—The Dweller in the lanermost,
George Frederick Watts, R. A. Hope, George Frederick Watts, R. A. Sic Transit Gloria Mundi,
George Frederick Watts, R. A. Sic Transit Gloria Mundi,
George Frederick Watts, R. A. A Boy Drinking, George Frederick Watts, R. A. A Boutterer's Shop, Gerard Dou. Speak! Speak! Sin John Milials, P.R.A. Tortrait of an Old Woman - Rembrandt. The Hay-wain, John Constable, R.A. Blowing Baibles, Netscher, Portrait of illinseit, Frank Dixon, Ecce Romo - Georgegio. Ecce Homo - - - - - Correggio.
Towing the Old Fighting Tenieraire.

J. M. W. Turner, R.A.

Festoons of evergreen, the smiling face of floor-all say for us in a universal language "A Merry Christmas."

### Second Day of the Shoe Sale

We've made the Annex Shoe Store bigger than ever—to hold "dainty"—turquoise on white, red on white, National blue on white and the as safe, if you do not take the moth-risk of home that 23,000 pairs of shoes and to be comfortable for you who come for other effects not so easily described. They are striped, all of them—but

> As a rule the shoes are just as stylish as you'd find in regular stocks, and all are sold under our usual broad guarantee. Remember we shirk no responsibility—goods are Wanamaker goods, whether you buy regular lines or from special lots.

> > Men's and Women's Shoes on Ninth street side.

Spring-heel Shoes, Leggings for women and children, and an we tell them how much. assortment of the Men's Slippers are on Tenth street side.

Women's black Kidskin Shoes, good Shapes, \$2.35 instead of \$3.50. And \$1.85 instead of \$3. Some others, lace, and wanted sorts—\$1.60. Some quite good

values at \$2 are to be sold at \$1.40.

Men's Shoes—\$3 to \$4 Rusaets at \$1.75.

\$3.50, \$4 and \$5 Shoes—from well-known makers, \$2.30. All black; good shapes. Patent leather, calfskin, kidskin.

Women's Overgaiters and Children's Leggings-just half price. Turkish Slippers at 50c a pair.

### Two Book Stores Till Christmas.

These in the Annex-a building we own just across Ninth street-74 E. Ninth-sets of books, \$150—Sealskin Coats, London-dyed skins, 22 and 24 in. long. Others at \$250 and 5300.

Bulwer Lytton's, 13 vols., \$3.75. George Eliot's 6 vols., \$1.75. And any other fit book-new or standard.

Leather Stocking Tales, 5 vols., 95c. Cooper's Sea Tales, 5 vols., 75c.

Life of Company has done the

The two elegant volumes are great picture books

Irving's Works, 6 vols., \$1.25. D'Ariagnan Romances, Dumas, \$1.50. Shakespeare, 12 vols., pocket size, \$1.50.

## Overcoats to Order

Here is an offer open to all, of course, but we're selfish enough to Birds among the canaries every

Overcoats, of a soft, sumptuous cloth called velour; black or Oxford-gray; made up with silk or satin linings or with wool body lining and satin shoulder lining—dressy, serviceable \$40 overcoats

#### at thirty dollars

Only until a little excess of cloth is used up. Second floor, Fourth avenue.

#### Bedroom and Dining-room Chairs Here are some fine bargains—just such chairs as you'd be apt to

#### we take a third off the prices

At \$2.50 each, regularly \$3.75—2 Antique oak dining room Chairs with leather seats. At \$4.50 each, regularly \$6.75—4 Antique oak dining room Chairs with leather seats. At \$5 each, regularly \$7.50—9 Antique oak dining room Chairs with leather seats.

At \$5.50 each, regularly \$8.25—4 Golden oak leather seat dining room Chairs. At \$5.50 each, regularly \$8.25-2 Antique oak dining room Chairs with leather seats. At \$8 each, regularly \$12-6 Flemish oak dining room Chairs with leather seats. At \$8.50 each, regularly \$12.75-8 Flemish oak dining room Chairs with leather seats. The bedroom chairs start at \$1—up to \$10.50. About two hun- all beautiful either for their prettiness or oddity.

Fourth floor.

#### suited for the making of waists, skirts and costumes; richest of linings, 75c instead of 90c a yard. We never sold so much silk for gifts. Even men can buy safely;

China===Glass===Bric=a=Brac

Colored Silks and Black=Bargains

some of the stripes are over half inch wide and made up of dots and

old lower prices. But we can mark these at \$1 a yard. Silks are

Black Peau de Soie-a rich, firm, close weave of excellent lustre-

Half the lot is \$1.50 quality, the rest is full \$2 quality, even at the

## "Usual \$3 Shoes" the maker of this lot said. We mark them \$1.80. Boys' Shoes, with heels, 11 to 5½, at \$1.50. With spring heels, 9 to 13½, at \$1 and \$1.25. Girls' Shoes, spring heels, 50c, 75c and \$1—depends on size. Slippers for Men—brown and black kinim—ooc. We mark them \$1.80. It would take the whole basement to fairly show the china and art bits we've gathered. So, pardon the piled-up-ness. Beauty—not jim-cracks to offend good taste.

cracks to offend good taste. Marble Busts and Figures from a very few dollars to \$125.
French Bronzes, \$8 to \$250 Sevres Pieces, mounted, \$4 to \$250.
Pieces of Royal Vienna Ware, \$3.75 to \$400.

This isn't a stock list-merely a hint. Pretty little pieces of Royal Bonn ware for 75c. Of course, some for more.

Haviland china Dinner Sets, 113 pieces, decorated in color and gold, \$16.50 instead of Haviland china Dinner Sets, 113 pieces, \$45 for full \$60 value.

Limoges china Dinner Sets, 101 pieces, \$20; quite well worth \$27.50. Cut Glass—rich American cuttings, which are the world's best—from the simplest Tumblers at \$2,25 a dozen to large Bowls at a good many dollars.

Basement, Broadway, Miss Pope, a bird expert

## Canary and doctor, will be

care and culture. She has studied Hartz Mountains, and knows exactly what they need, well or sick.

She will tell you what food or medicine to give them, when to give them a bath, where to place their cages—everything you want to

But best of all, she will help you pick a bird if you ask her. She knows which are the best singers, which voices are likely to last the longest, though we have already selected in buying Birds are classified by the experts and we pay most to get the best.

The canaries are \$1.65. We give a book on the care of birds with each canary and sell the well-known Philadel-phia Bird Food Co.'s preparations and foods, Basement.

Angora Cats-Some of them kittens-Exhibition and sale-Fifth floor.

Broadway, Fourth Avenue,

#### Second floor, Broadway. 2/21 DAINTY UNDERWEAR FROM PARIS

The Little French Store is rich in those filmy, lacey, silken and fine Millais art-world a service in been the care of the manager of the underwear store and our Paris office bringing out "The Life and Letters hope that strangers will get most the garments, for that will make us day this week to give advice on their to gather replicas of the daintiest pieces produced there, and the most of Sir John Everett Millais" so just so many more every-day friends for this tailor shop. famous of the Lingerie makers have come to have a personal pride in the sumptuously. Of course it was buspretty things intended for sale at Wanamaker's, and to prepare special iness, not philanthropy, but they designs for us. Lots of new pieces have gotten here in the nick of time are to be thanked just as heartily.

Enristmas.

For giving: Dressing sacques, tea gowns, lounging gowns, silken (many reproduced for the only time by consent petticoats; silk waists, of course. Of the daintiest things, just one of a below of jealous owners—for Millais' own son wrote the story of this most popular artist of the last half century, and, of course, got most favors).

MUSLIN UNDERWEAR

Millais was an artist because he couldn't help it. As a boy, with his brother as colaborator, he got up a little National Gallery of the price Holiday Dreamland skirts the great Rotunda shows itself even in gift-making. Useful gifts—trust any woman to his own—pictures no bigger than an envelope, seventeen tableaux of fact and myth. The lang in a well-appointed gallery made from a lense mainting is New York's best; the inseventeen tableaux of fact and myth. The know what some other woman would appreciate.

Eight styles of Night Gowns at \$1. We put them in pink or blue boxes.

White Pelticoats—\$1.25 and \$1.75. Cambric; deep umbrella ruffle. Three rows torchon lace and deep lace edge. Put in gift boxes.

Academy at ten years of age and for six years took every honor the Academy had to give. They called him "The Child" and loved him

Santa Claus—many times duplicated; thousands or star-like lights, the toy store down stars and the extra Christmas store on Fifth floors and the extra Christmas store on Fifth floors. there-he was always "The Child" at the Gar-Garters—from Paris—ribbon, chiffon or lace for beauty's sake. So hold pretty ornaments of rhinestones. 75c, \$1 and up to \$6.50.

Some of the rosettes The work is published at \$42.50. \$7.50. And what a Christmas gift! The Book Store, Ninth street. WANAMAKER

The work is published at \$10. Our price is

Formern A. T. Stewart & Co., Ninth and Tenth Streets.